



Atty. Dkt. No. 029319-0201

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Jay A. Haines

Title: INFRARED REFLECTIVE WALL  
PAINT

Appl. No.: 10/811,065

Filing Date: 3/26/2004

Examiner: Markham, Wesley D.

Art Unit: 1762

Conf. No.: 8080

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date below.

(Printed Name)

(Signature)

(Date of Deposit)

**DECLARATION OF JAY A. HAINES UNDER 37 C.F.R. §§ 1.131-1.132**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

I, Jay A. Haines, declare as follows:

1. I am the inventor of the above-referenced patent application and the subject matter described and claimed therein.
2. I am President of Textured Coatings of America, Inc., which manufactures the paints disclosed in the above-referenced patent application.
3. I have read the specification and claims for the above-referenced patent application.
4. I have read the Office Action dated February 7, 2006, for the above-referenced application, and I understand that January 2004 is the date of a reference cited by the Examiner entitled "There Goes the Sun." (*Painting & Wallcovering Contractor*, January/February 2004, pp. 53-54 and 68.)

5. Prior to January 2004, I conceived the idea of a method of reducing the energy consumption in a building by coating its external vertical walls with a paint that has at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure. According to my invention, the surface temperature of a wall coated with this wall paint is lowered relative to the surface temperature of a wall coated with a wall paint of the same color which lacks the heat-reflective metal oxide pigment, and in turn less energy is required to cool the building. See specification at paragraph [0018], [0035], and [0067]. This invention is reflected in the specification and claims of the above mentioned patent application.

6. Subsequent to conceiving the idea of the above invention, I commenced a series of experiments to establish that the inventive methods involving painting external vertical walls of a building with heat reflective paints which comprise at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure would result in reduced energy consumption required to cool the building.

7. As a first step in this process, we (i.e., I and Textured Coatings of America, Inc.) made novel heat reflecting wall paints with at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure in accordance with my invention. These paints were made prior to January 2004. To my knowledge, these were the first wall paints made with at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure.

8. I submit the following evidence to show that we made paint with at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure prior to January 2004. Exhibit 4 is an invoice from Tavco Chemicals Incorporated dated prior to January 2004. This document is a true and complete copy of the invoice, except that dates within the invoice have been redacted. I attest that all of the redacted dates are earlier than January 2004. Tavco Chemical Incorporated (i.e., "Tavco,") located at 25401 Cabot Rd., Suite 121, Laguna Hills, CA 92653, is a distributor of specialized chemicals to

the paint industry. I attest that the four items listed in Exhibit 4, i.e., CMD3137 Aqueous V-9416 Yellow, CMD5041 Aqueous V12600 Cam Grn, CMD6077 Aqueous V9248 Blue, and CMD3138 Aqu V-10415 ATM Gold, refer to heat reflective metal oxide pigments which comprise a solid solution having a corundum-hematite crystal lattice structure that were used in paints manufactured by Textured Coatings of America, Inc. This receipt demonstrates that Textured Coatings of America, Inc. had purchased the metal oxide pigments of paints of my invention prior to January 2004. Attached hereto as Exhibit 5 is a production ticket of a paint manufacturing run conducted at Textured Coatings of America, Inc. prior to January 2004. This document is a true and complete copy of the production ticket, except that dates within it have been redacted as well as certain proprietary information. I attest that all of the redacted dates are earlier than January 2004. Exhibit 5, which is production ticket W19782, lists the actual manufacturing record of lot 31117-229 of Tex Cote Platinum SuperCote Antique Ivory paint. I attest that the term "IR colorants" on the production ticket is an in-house manufacturing term and refers to heat reflective metal oxide pigments which comprise a solid solution having a corundum-hematite crystal lattice structure. This production ticket demonstrates that the novel paints of my invention were manufactured by us prior to January 2004.

9. As a next step in the process of demonstrating the effectiveness of the method of my invention, we performed experiments to determine whether surfaces painted with our novel paints comprising at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure would reflect heat better than surfaces painted with wall paint of the same color lacking heat reflective metal oxide pigments which comprise a solid solution having a corundum-hematite crystal lattice structure (thus resulting in a lowered surface temperature of the surfaces painted with our novel paints.)

10. I submit the following evidence to show we successfully performed such experiments demonstrating the profound heat reflective properties of our novel paints prior to January 2004. Exhibit 3 is a memorandum from PRI Asphalt Technologies to Eileen Dutton of Textured Coatings of America, Inc., dated prior to January 2004. This document is a true and complete

copy of the memorandum, except that dates within the memorandum have been redacted. I attest that all of the redacted dates are earlier than January 2004. PRI Asphalt Technologies is a certified testing laboratory located at 6408 Badger Drive, Tampa, FL 33610-2004. Textured Coatings of America, Inc. had contracted with PRI Asphalt Technologies prior to January 2004 to measure the solar reflectance and infrared emittance of four panels coated with different paints (Exhibit 3, page 1, paragraph 3): (1) Competitor High Quality Gray, (2) TexCote SuperCote Gray, (3) Competitor High Quality Tan, and (4) TexCote SuperCote Tan paint. The Tex Cote SuperCote paints (i.e., samples 2 and 4) are novel heat reflective paints manufactured by Textured Coatings of America, Inc., containing at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure. The Competitor paints were of the same color but lacked heat reflective metal oxide pigments which comprise a solid solution having a corundum-hematite crystal lattice structure. The results of PRI Asphalt Technologies analyses (Exhibit 3, page 2) show that the average solar reflectance of samples (1)-(4) is 26.8, 50.3, 36.5, and 49.9, respectively. Thus, these data show that the novel Tex Cote SuperCote paints having at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure are strikingly higher in solar reflectance than paints of the same color that lack the heat reflective metal oxide pigments which comprise a solid solution having a corundum-hematite crystal lattice structure. These results demonstrate that prior to January 2004, Textured Coatings of America, Inc. had manufactured novel paints and demonstrated that the paints were effective in reflecting heat, thus reducing surface temperature.

11. The next step of reducing the inventive methods to practice involved painting the external vertical walls of a building with the novel Tex Cote SuperCote heat reflecting wall paint having at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure to reduce energy consumption associated with cooling. Attached hereto as Exhibit 2 is a photograph of a residence in Panama City, Florida with the external walls painted with the novel Tex Cote SuperCote heat reflecting wall paint having at least one heat reflective metal oxide pigment which comprises a solid solution having a

corundum-hematite crystal lattice structure. I attest that this house was painted prior to January 2004 with Tex Cote SuperCote paint which has the claimed metal oxide pigment of my invention. Thus this painted building demonstrates that my invention was literally reduced to practice prior to January 2004.

12. Prior to January 2004, analyses were conducted which demonstrate the energy reduction resulting from the methods of my invention. Specifically, Eley Associates was contracted to calculate the energy savings for a house painted according to the method of my invention. Eley Associates, now Architectural Energy Corporation, is an energy engineering firm concerned with energy, buildings, and the environment, with offices at 2540 Frontier Avenue, Suite 201, Boulder, Colorado 80301, (303) 444-4149. In this regard, computer comparisons of the energy usage of a 45' x 45' single family, single story, detached home were conducted. In one model, Tex Cote SuperCote Gray was used, and in the other model Competitor High Quality Gray paint was used on the external side walls of the homes in two climate locations, Los Angeles and Miami. Our experimental data from the studies described in paragraphs 9 and 10 above established the absorptance (i.e., incident radiation which was not reflected) for Tex Cote SuperCote Gray (novel heat reflecting paint having at least one of the claimed pigments) is 0.497, and the absorptance of competitor paint of the same color lacking the inventive pigments is 0.732. Both paints have an emissivity of 0.88. The models used these absorptance and emissivity values as well as historic weather data and assumptions concerning wall construction, roof construction, number of people, lighting power density, equipment power density, air infiltration, and heating and cooling system set points which reasonably represent the test house in a real world simulation. The historic weather data was obtained from the database maintained by the United States National Renewable Energy Laboratory. The wall construction was fully grouted CMU (i.e., concrete-masonry-unit) walls with 1" stucco (Los Angeles) and wood framed walls with R-11 batt insulation (Miami.) Four people were assumed to occupy the homes. The lighting power density was assumed to be 0.60 W/sq-ft. The equipment power density was assumed to be 0.75 W/sq-ft. The infiltration rate was assumed to be 0.3 air changes per hour. The HVAC (i.e., heating, ventilation and air conditioning) system was of the residential type,

operated on a 24-hr heating/cooling schedule, with cooling and heating set points of 76 °F and 68 °F, respectively.

13. Attached hereto as Exhibit 1 is a memorandum from Aditi Raychoudhury of Eley Associates to Eileen Dutton of Textured Coatings of America, Inc., dated prior to January 2004, which describes the methods and results of the analyses described in paragraph 12 above. This document is a true and complete copy of the memorandum, except that dates within the memorandum have been redacted. I attest that all of the redacted dates are earlier than January 2004. In Exhibit 1, the term "Tex Cote SuperCore Gray textured coating" is the wall paint of my invention which contains at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure.

14. As summarized in Exhibit 1 (page 4) energy consumption is reduced in a building painted according to my invention compared to Competitor high quality gray coating. The percentage savings was calculated to be 23.2% in Los Angeles, and 2.4% in Miami. Additional results are summarized in Exhibit 1 at page 1. Specifically, the TexCote SuperCore Gray paint has a bigger impact on lowering cooling energy in Los Angeles than in Miami. Furthermore, the TexCote SuperCore Gray paint has a bigger impact on annual cooling energy savings when walls have less insulation. Maximum energy savings occur in summer (May-September) when cooling is most required. The results of these analyses, obtained prior to January 2004, demonstrate the striking decrease in energy cost when using the paints of my invention in comparison to other paints which lack at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure of my invention.

15. Subsequent to the filing of the patent application, Textured Coatings of America, Inc. engaged in a cooperative research project with Oak Ridge National Laboratory (ORNL) of the United States Department of Energy in 2004 and 2005 to further confirm the effectiveness of the method of my invention by performing field tests involving walls coated with Textured Coatings of America, Inc. products which contain at least one heat-reflective metal oxide pigment of my invention and "standard color" paint that does not. The project entailed monitoring inside and

outside temperatures and solar radiation levels of homes in various climates, and then using these data to make refined analyses of the cooling costs. The homes were painted with either the paint of my invention, or standard colors which did not contain at least one heat reflective pigment of the invention. Three test sites were used for this research: Phoenix, Jacksonville, and Oak Ridge. Attached hereto as Exhibit 6 is a listing of the solar reflectance data obtained by actual field measurement by ORNL during the course of this project. Referring to Exhibit 6, the term "Platinum" and "Pt" refer to wall paints of my invention having at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure. Paints without the "Platinum" or "Pt" designation refer to paints lacking at least one heat reflective pigment which comprises a solid solution having a corundum-hematite crystal lattice structure. Thus, when applied over primer, the reflectance of Mountain Gray Supercote Platinum is greater than the corresponding Mountain Gray Supercote, having values of 0.440 and 0.304, respectively, as measured at the Phoenix test site. Similarly, when applied over primer, Underseas Supercote Platinum and Underseas Supercote have reflectance values of 0.513, and 0.246, respectively, as measured at the Jacksonville and ORNL (i.e., Oak Ridge) sites. When applied over wood siding at the Jacksonville site, the Underseas Supercote Platinum and Underseas Supercote paints have reflectance values of 0.398 and 0.237, respectively. Finally, when applied over stucco at the Oak Ridge site, Underseas Supercote Pt and Underseas Supercote have reflectance values of 0.495 and 0.238, respectively. Thus, in all cases the incorporation of at least one heat reflective metal oxide pigment which comprises a solid solution having a corundum-hematite crystal lattice structure resulted in painted buildings having significantly enhanced solar reflectance. These data are completely consistent with and augment the results described in paragraph 10 above. At the Phoenix site, peak temperature differences at noon in cool versus standard coated walls approached 36 °F. At the Jacksonville site, peak temperature differences at noon in cool versus standard coated walls approached 6 °F. At the Oak Ridge site, peak temperature differences at 3 PM in cool versus standard coated walls approached 16 °F. Based on these data, a computer model clearly shows energy savings of 4 to 9 % for "cool" (i.e., infrared reflective) paints compared to standard colors. These results further

confirm the results of the analyses disclosed in the patent application and in paragraph 11-13 above, and further show the effectiveness of the methods of my invention.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements are so made punishable by fine or imprisonment, or both, under Section 101 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

5-1-06

Date

Jay A. Haines

Attachments:

- Exhibit 1: Memorandum regarding Supercore textured coatings energy saving calculations, dated January 2, 2003
- Exhibit 2: Photograph of a residence, painted prior to January 2004.
- Exhibit 3: Memorandum from PRI Asphalt Technologies, dated prior to January 2004.
- Exhibit 4: Invoice from Tavco Chemicals Incorporated, dated prior to January 2004.
- Exhibit 5: Production ticket of Textured Coatings of America, Inc. showing manufacture of lot 31117-229 of Tex Cote Platinum SuperCote Antique Ivory paint, prior to January 2004.
- Exhibit 6: Solar Reflectance of Coatings determined by Oak Ridge National Laboratory

**Exhibit 1: Memorandum from Eley Associates regarding Supercore textured coatings energy saving calculations, dated prior to January 2004.**

**MEMORANDUM**

To: Eileen Dutton, Textured Coatings of America  
From: Aditi Raychoudhury, Eley Associates  
Cc: Tianzhen Hong, Eley Associates  
Subject: Supercore textured coatings energy saving calculations



This memo includes results and methodology for calculating the energy savings of Tex Cote SuperCore Gray textured coating compared to Competitor high quality gray coating when they are applied to the outside surfaces of side walls of a residential house in two climate locations – Los Angeles and Miami.

Tex Cote SuperCore Gray coating has an absorptance of 0.497, Competitor High Quality Gray has an absorptance of 0.732. Both coatings have an emissivity of 0.88.

**Summary**

The analysis is done for a 45' x 45' single family, single story, detached home.

- Tex Cote SuperCore Gray shows lower cooling energy requirement than competitor high quality gray in both climate zones
- Tex Cote SuperCore Gray has a bigger impact on lowering cooling energy in Los Angeles than in Miami
- Tex Cote SuperCore Gray has a bigger impact on annual cooling energy savings when walls have less insulation. For walls that are well insulated the impact on cooling energy is small.
- Tex Cote SuperCore Gray saves 1,420 kWh (24%) in annual cooling energy in Los Angeles and 272 kWh (2.3%) in Miami compared with Competitor High Quality Gray
- Maximum energy savings occur in summer (May – September) when cooling is most required
- The difference in heating energy requirement for both coatings in Miami, Florida is insignificant.
- The annual heating energy in Los Angeles, California increases by 35 Therms (16%). If typical residential utility rate for electricity is \$0.13/kWh and \$0.70/Therm for gas in Los Angeles is used for calculating energy cost, the increase in annual heating energy cost is \$24.50 while the reduction of annual electricity cost is \$184.60, which shows annual net savings of \$160.10.

Based on this analysis, the followings are also observed:

- Tex Cote SuperCore Gray is more effective in saving cooling energy in climates where cooling is required for majority of the year.
- Tex Cote SuperCore Gray is more effective in saving cooling energy when applied to walls with less insulation. If a wall is well insulated, increase in reflectance has marginal effect because the wall has a low U-value which controls the conduction heat transfer through the outside and inside surfaces of the wall.



Page 3

**Wall construction:** Fully grouted CMU walls with 1" stucco (Los Angeles, California)  
**Roof construction:** Wood framed walls with R-11 batt insulation (Miami, Florida)

**Internal loads**

**Number of people:** 4  
**Lighting Power Density:** 0.60 watts/s.f.  
**Equipment Power Density:** 0.75 watts/s.f.

**Infiltration:** 0.3 ACH (air changes per hour)

**HVAC system**

**Cooling thermostat set point:** 78 °F  
**Heating thermostat set point:** 68 °F  
**Operating schedule:** 24-hr heating/cooling  
**System type:** Residential system

**Weather data**

TMY2 hourly weather data ([http://nrcdc.nrel.gov/solar/old\\_data/weather/tmy2/](http://nrcdc.nrel.gov/solar/old_data/weather/tmy2/)) was used for simulation.

Los Angeles, California: California climate zone 8.

Miami, Florida: Miami weather file.

Table 3: Weather data summary for California climate zone 8

|  | JAN     | FEB     | MAR     | APR     | MAY     | JUN     | JUL     | AUG     | SEP     | OCT     | NOV     | DEC     | YEAR    |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| AVG. TEMP. (F)<br>(DRYBULB)                          | 54.7    | 56.2    | 57.6    | 60.6    | 63.6    | 67.4    | 70.9    | 70.8    | 70.1    | 65.4    | 59.4    | 55.7    | 52.7    |
| AVG. TEMP. (F)<br>(WETBULB)                          | 46.3    | 50.0    | 51.5    | 51.8    | 57.2    | 62.0    | 63.6    | 64.0    | 69.6    | 59.9    | 52.6    | 46.5    | 55.5    |
| AVG. DAILY MAX. TEMP.                                | 67.5    | 69.0    | 69.1    | 72.3    | 74.2    | 78.4    | 82.9    | 84.0    | 83.2    | 79.0    | 73.4    | 68.4    | 75.2    |
| AVG. DAILY MIN. TEMP.                                | 45.0    | 46.5    | 48.2    | 50.3    | 55.0    | 58.6    | 61.4    | 62.0    | 60.5    | 55.7    | 48.9    | 44.7    | 53.1    |
| AVG. DAILY DIRECT<br>NORMAL SOLAR<br>(Btu/sqft/day)  | 1,883.2 | 1,701.5 | 1,978.3 | 1,916.2 | 1,828.4 | 2,050.0 | 2,337.8 | 2,102.7 | 1,710.9 | 1,533.0 | 1,488.3 | 1,405.6 | 1,815.7 |
| AVG. DAILY TOTAL<br>HORIZNTL SOLAR<br>(Btu/sqft/day) | 993.1   | 1,232.9 | 1,626.4 | 1,922.2 | 2,113.1 | 2,224.8 | 2,368.0 | 2,143.2 | 1,719.6 | 1,375.1 | 1,039.6 | 872.5   | 1,838.3 |
| MAX. DAILY DIRECT<br>NORMAL SOLAR<br>(Btu/sqft/day)  | 2,303.0 | 2,495.0 | 2,853.0 | 3,044.0 | 2,999.0 | 3,041.0 | 2,932.0 | 2,546.0 | 2,490.0 | 2,299.0 | 1,999.0 | 2,062.0 | 3,044.0 |
| MAX. DAILY TOTAL<br>HORIZNTL SOLAR<br>(Btu/sqft/day) | 1,215.0 | 1,844.0 | 2,082.0 | 2,393.0 | 2,810.0 | 2,681.0 | 2,619.0 | 2,410.0 | 2,067.0 | 1,817.0 | 1,251.0 | 1,024.0 | 2,681.0 |
| MIN. DAILY DIRECT<br>NORMAL SOLAR<br>(Btu/sqft/day)  | 70.0    | 38.0    | 86.0    | 59.0    | 86.0    | 64.0    | 387.0   | 1,007.0 | 47.0    | 483.0   | 22.0    | 2.0     | 20      |
| MIN. DAILY TOTAL<br>HORIZNTL SOLAR<br>(Btu/sqft/day) | 498.0   | 477.0   | 601.0   | 1,016.0 | 1,168.0 | 1,014.0 | 1,239.0 | 1,744.0 | 797.0   | 933.0   | 391.0   | 280.0   | 260.0   |



Table 4: Weather data summary for Miami, Florida

|  | JAN     | FEB     | MAR     | APR     | MAY     | JUN     | JUL     | AUG     | SEP     | OCT     | NOV     | DEC     | YEAR    |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Avg. Temp. (F)<br>(Drybulb)                          | 68.0    | 69.4    | 70.9    | 76.1    | 78.4    | 81.1    | 82.3    | 82.2    | 80.4    | 77.1    | 73.8    | 69.1    | 75.8    |
| Avg. Temp. (F)<br>(Wetbulb)                          | 62.8    | 63.1    | 63.7    | 67.0    | 72.3    | 73.8    | 76.0    | 75.3    | 74.8    | 71.4    | 68.7    | 62.4    | 69.1    |
| Avg. Daily Max. Temp.                                | 75.7    | 75.8    | 77.3    | 82.1    | 84.0    | 87.2    | 87.8    | 87.3    | 86.8    | 82.6    | 79.0    | 76.0    | 81.9    |
| Avg. Daily Min. Temp.                                | 60.4    | 62.8    | 64.2    | 70.0    | 73.1    | 76.3    | 77.3    | 77.8    | 75.2    | 72.2    | 68.0    | 61.8    | 69.9    |
| Avg. Daily Direct<br>Normal Solar<br>(Btu/sq/day)    | 1,271.0 | 1,469.5 | 1,529.7 | 1,684.0 | 1,469.5 | 1,155.8 | 1,254.9 | 1,152.8 | 1,115.8 | 1,206.3 | 1,165.4 | 1,201.0 | 1,306.9 |
| Avg. Daily Total<br>Horizontal Solar<br>(Btu/sq/day) | 1,107.7 | 1,403.5 | 1,634.7 | 1,954.1 | 1,911.3 | 1,826.5 | 1,900.0 | 1,797.1 | 1,557.9 | 1,385.6 | 1,131.2 | 1,065.6 | 1,556.8 |
| Max. Daily Direct<br>Normal Solar<br>(Btu/sq/day)    | 2,837.0 | 3,047.0 | 3,185.0 | 2,890.0 | 3,005.0 | 2,031.0 | 2,202.0 | 1,800.0 | 2,256.0 | 2,775.0 | 2,075.0 | 2,510.0 | 3,185.0 |
| Max. Daily Total<br>Horizontal Solar<br>(Btu/sq/day) | 1,603.0 | 2,029.0 | 2,238.0 | 2,427.0 | 2,485.0 | 2,378.0 | 2,380.0 | 2,325.0 | 2,112.0 | 1,988.0 | 1,508.0 | 1,381.0 | 2,485.0 |
| Min. Daily Direct<br>Normal Solar<br>(Btu/sq/day)    | 23.0    | 90.0    | 25.0    | 114.0   | 4.0     | 236.0   | 115.0   | 265.0   | 17.0    | -       | 140.0   | 174.0   | -       |
| Min. Daily Total<br>Horizontal Solar<br>(Btu/sq/day) | 346.0   | 621.0   | 805.0   | 930.0   | 999.0   | 981.0   | 1,125.0 | 861.0   | 590.0   | 626.0   | 645.0   | 636.0   | 346.0   |

### Why coatings of walls have impact on cooling energy of a house

The cooling loads of a house comes from the internal loads like lighting, equipment and occupants, and the external loads due to air infiltration, solar heat gains through windows, heat conduction through windows, walls, roofs and floors. The solar radiation on the walls are partly reflected and partly absorbed. The higher the reflectance, the lower the absorptance. With the same location and orientation of a wall, when coatings with lower absorptance are applied to exterior surface of the wall, it will absorb less solar energy and have a lower surface temperature, which lowers the heat transfer through the wall, and thus lower the cooling loads of the space.



Page 2

## Results

The following table summarizes the energy results for cooling and supply fan.

Table 1: Annual cooling and fan energy for both coatings in both climate zones

| Case                           | Cooling Energy (kWh) | Fan Energy (kWh) | Total (kWh) | Percentage savings (%) |
|--------------------------------|----------------------|------------------|-------------|------------------------|
| <b>Los Angeles, California</b> |                      |                  |             |                        |
| Competitor high quality gray   | 5,903                | 1,762            | 7,665       |                        |
| Tex Cote SuperCore Gray        | 4,483                | 1,407            | 5,890       |                        |
| Savings                        | 1,420 (24%)          | 355              | 1,775       | 23.2%                  |
| <b>Miami, Florida</b>          |                      |                  |             |                        |
| Competitor high quality gray   | 11,020               | 2,582            | 14,218      |                        |
| Tex Cote SuperCore Gray        | 11,354               | 2,528            | 13,882      |                        |
| Savings                        | 272 (2.3%)           | 64               | 336         | 2.4%                   |

Table 2: Monthly cooling and fan energy for both coatings in both climate zones

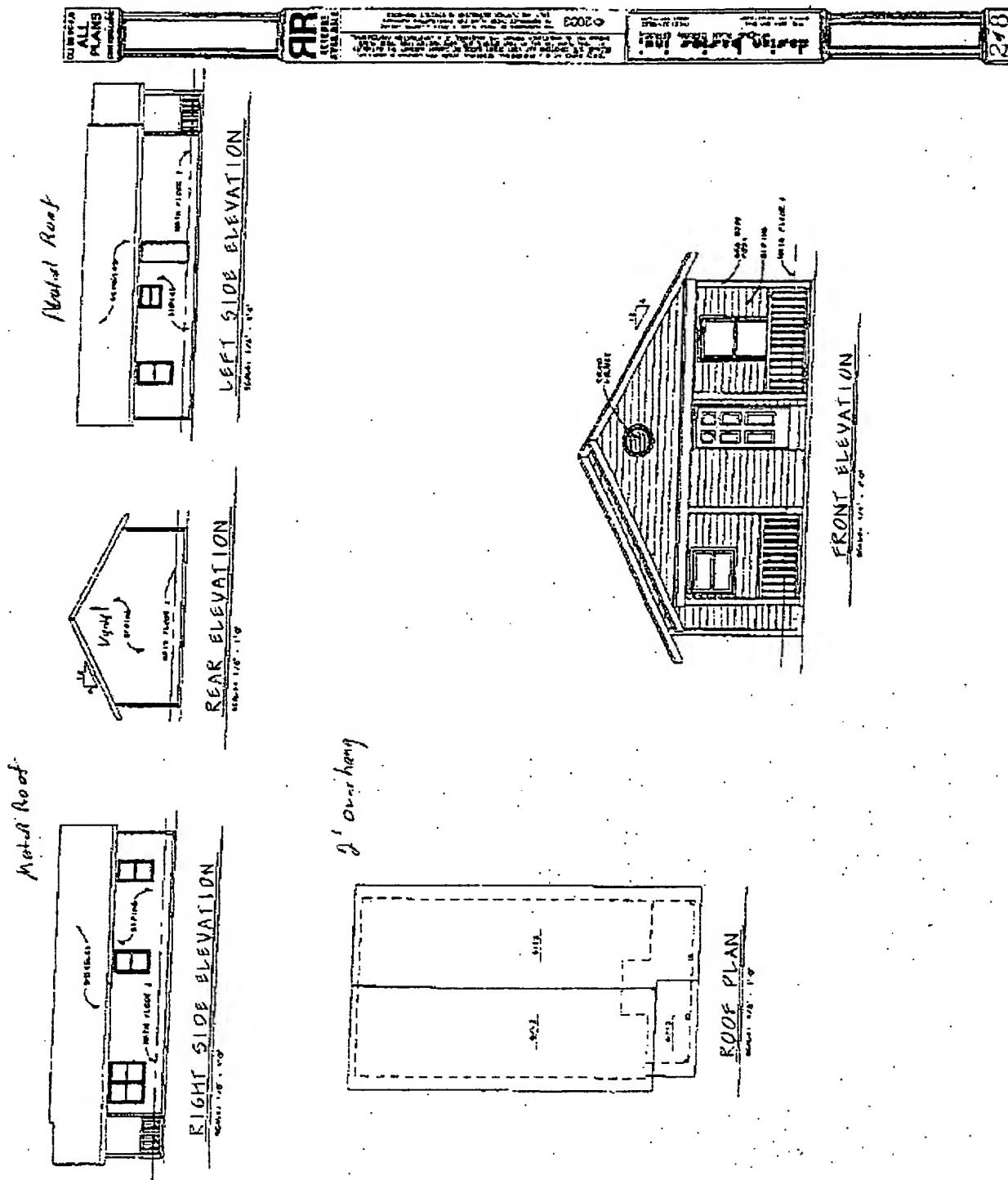
| Case                           | Jan   | Feb | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec |
|--------------------------------|-------|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| <b>Los Angeles, California</b> |       |     |       |       |       |       |       |       |       |       |       |     |
| Competitor High quality gray   | 1,016 | 950 | 1,150 | 1,214 | 1,429 | 1,814 | 2,001 | 1,968 | 1,793 | 1,504 | 1,056 | 950 |
| Tex Cote SuperCore Gray        | 922   | 855 | 1,004 | 1,070 | 1,257 | 1,435 | 1,793 | 1,768 | 1,802 | 1,330 | 953   | 877 |
| Savings                        | 94    | 85  | 146   | 144   | 172   | 179   | 206   | 198   | 191   | 174   | 103   | 73  |
| <b>Miami, Florida</b>          |       |     |       |       |       |       |       |       |       |       |       |     |
| Competitor high quality gray   | 690   | 652 | 906   | 1,178 | 1,454 | 1,545 | 1,787 | 1,742 | 1,433 | 1,276 | 922   | 859 |
| Tex Cote SuperCore Gray        | 665   | 628 | 879   | 1,149 | 1,425 | 1,513 | 1,736 | 1,712 | 1,403 | 1,246 | 898   | 835 |
| Savings                        | 25    | 24  | 28    | 27    | 29    | 32    | 31    | 30    | 30    | 36    | 24    | 24  |

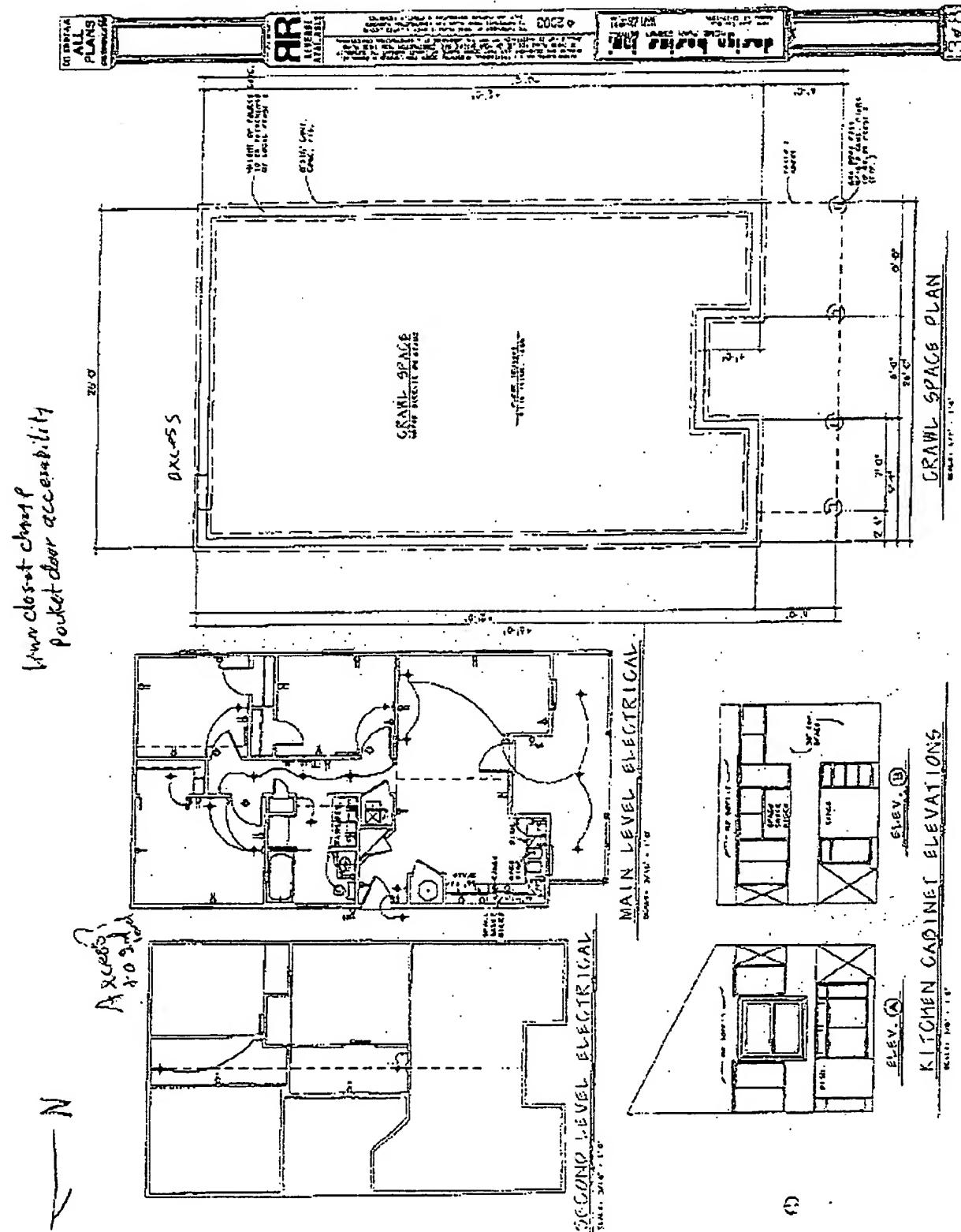
## Methodology and Model Assumptions

This analysis is done for a typical single family, single story, detached home using VisualDOE 3.1. VisualDOE 3.1 is a windows interface to the hourly building energy simulation program DOE 2.1e, developed by the Lawrence Berkeley National laboratory. DOE2.1e is a whole building energy analysis program that uses hourly weather data to calculate energy consumption due to internal and external loads. The following assumptions are made for the energy model.

### Envelope

- Size of dwelling unit: 45' x 45' x 10' (2,025 s.f.)
- Window area: 4' x 5' x 4 for each façade
- Total window area: 320 s.f. (18% of floor area)
- Glazing type: Single clear glazing with aluminum frame (U=1.25, SHGC=0.76, VT=0.74)





**Exhibit 2: Photograph of a residence, painted prior to January 2004 with Tex Cote SuperCote paint.**



**Exhibit 3: Memorandum from PRI Asphalt Technologies, dated prior to January 2004.**

*PTI*  
**ASPHALT  
TECHNOLOGIES**

**Laboratory Report**

Report for: Textured Coatings of America, Inc. Date:  
2422 East 15<sup>th</sup> Street  
Panama City, FL 32405-6348

Attention: Eileen Cutton

Purpose: The purpose of this testing was to measured included solar reflectance and infrared emittance of four coated panels.

Materials: The samples for testing were received from Textured Coatings on September 5, 2002. The samples were labeled as follows:

1. Competitor High Quality Gray
2. Tex Cote SuperCote Gray
3. Competitor High Quality Tan
4. Tex Cote SuperCote Tan

Some of the above samples may have contained IR pigments. There is some difficulty in measuring the reflectance of materials containing these pigments. CRRC and Lawrence Berkeley Laboratories have not yet resolved this issue. There is also some difference in the measurement of solar reflectance for an IR pigment containing specimen between the CRRC portable reflectometer method and the ASTM E 903 integrating sphere measurement.

Test Methods: The test methods used included Draft One - April 2001 of a proposed ASTM Standard: Standard Test Method for Determination of Solar Reflectance Near Ambient Temperature Using a Portable Reflectometer and ASTM C 1371; Standard Test Method for Determination of Emittance of Materials Near Room Temperature Using Portable Emissometers.

TCCQA-001-02-01

PTI Accreditation: ICPO TL-147, NEL Report No.: NEL-TL147, CRPC: Metro-Dade 01-5727.03

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Textured Coatings of America, Inc.  
Laboratory Report for Tex Cote and Competitor Coatings

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**Results of Testing:** All measurements were conducted at laboratory conditions of  $23 \pm 2^\circ\text{C}$  and  $60 \pm 5$  percent relative humidity. The testing was conducted on September 11, 2002.

Reflectance

| Material ID             | Test Method | Result, Reflectance, Air Mass = 1.5 |      |      |      |       |        |
|-------------------------|-------------|-------------------------------------|------|------|------|-------|--------|
|                         |             | 1                                   | 2    | 3    | Avg. | SD    | 95% CI |
| Specimen No.            |             |                                     |      |      |      |       |        |
| Competitor HQ Gray      | CRRC        | 26.8                                | 26.8 | 27.0 | 26.8 | 0.200 | 0.50   |
| Tex Cote SuperCote Gray | CRRC        | 50.3                                | 50.2 | 50.3 | 50.3 | 0.025 | 0.14   |
| Competitor HQ Tan       | CRRC        | 38.9                                | 38.3 | 38.2 | 38.6 | 0.379 | 0.94   |
| Tex Cote SuperCote Tan  | CRRC        | 49.9                                | 49.5 | 49.9 | 49.9 | 0.057 | 0.14   |

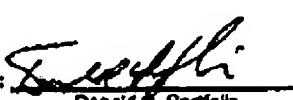
Note: Reflectance measurements were conducted using a Devices and Services SSR-ER Version 5.0 reflectometer calibrated with Devices and Services Reference Standard: 0.807.

Emissance

| Material ID             | ASTM Test Method | Thickness, in | Emissance, ε |      |      |      |       |        |
|-------------------------|------------------|---------------|--------------|------|------|------|-------|--------|
|                         |                  |               | 1            | 2    | 3    | Avg. | SD    | 95% CI |
| Specimen No.            |                  |               |              |      |      |      |       |        |
| Competitor HQ Gray      | C 1371           | 0.002         | 0.89         | 0.88 | 0.88 | 0.88 | 0.008 | 0.01   |
| Tex Cote SuperCote Gray | C 1371           | 0.002         | 0.89         | 0.88 | 0.88 | 0.88 | 0.008 | 0.01   |
| Competitor HQ Tan       | C 1371           | 0.002         | 0.87         | 0.89 | 0.88 | 0.88 | 0.010 | 0.02   |
| Tex Cote SuperCote Tan  | C 1371           | 0.002         | 0.88         | 0.88 | 0.88 | 0.88 | -     | -      |

Note: Emissance measurements were conducted using a Devices and Services Emissometer Model AE calibrated with Devices and Services Reference Standards: High Emissance: 0.90 and Low Emissance: 0.08.

Room Temperature:  $23.2^\circ\text{C}$

Signed:   
Donald E. Portillo  
Vice - President

Date: \_\_\_\_\_

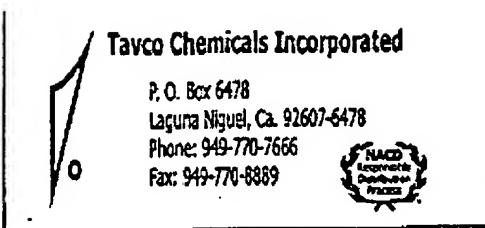
TCOA-001-02-01

PRI Accreditation: ICBO TL-180; NEI Report No.: NER-TL832; CRRC: M472-P-000 01-0727-03

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**Exhibit 4: Invoice from Tavco Chemicals Incorporated, dated prior to January 2004.**



## INVOICE

INVOICE NO: 0027569-IN

INVOICE DATE:

SALES ORDER: 0013286

ORDER DATE:

Page: 1

## SOLD TO:

TEXTURED COATINGS OF AMERICA  
2422 EAST 15TH STREET  
PANAMA CITY, FL 32405

## SHIP TO:

TEXTURED COATINGS  
5950 SOUTH AVALON  
LOS ANGELES, CA 90003

| CUSTOMER P.O.<br>18483 | SHIP VIA<br>DELIVERED          | F.O.B.<br>LOS ANGELES | TERMS<br>90 DAY TERMS PER KEITH VENIA |         |         |              |
|------------------------|--------------------------------|-----------------------|---------------------------------------|---------|---------|--------------|
| ITEM NO.               | DESCRIPTION                    | UNIT                  | ORDERED                               | SHIPPED | BCK ORD | PRICE AMOUNT |
| TC CMD3137 TC          | CMD3137 AQUEOUS V-9416 YELLOW  | LB                    | 97.00                                 | 97.00   | 0.00    |              |
|                        | LOT DISTRIBUTION: PO # 3843    |                       |                                       |         |         |              |
| TC CMD5041 TC          | CMD5041 AQUEOUS V12600 CAM GRN | LB                    | 240.00                                | 240.00  | 0.00    |              |
|                        | LOT DISTRIBUTION: PO # 3843    |                       |                                       |         |         |              |
| TC CMD6077 TC          | CMD6077 AQUEOUS V9248 BLUE     | LB                    | 240.00                                | 240.00  | 0.00    |              |
|                        | LOT DISTRIBUTION: PO # 3843    |                       |                                       |         |         |              |
| TC CMD3138 TC          | CMD3138 AQU V-10415 ATM GOLD   | LB                    | 480.00                                | 480.00  | 0.00    |              |
|                        | LOT DISTRIBUTION: PO # 3843    |                       |                                       |         |         |              |
| NO CODE NEEDED.        |                                |                       |                                       |         |         |              |

\*\*\*\*\*PLEASE NOTIFY TAVCO OF\*\*\*\*\*  
SHIP DATE & FAX THE B/L AS SOON AS PRODUCT SHIPS.

TAVCO'S FAX # IS 949-770-8889

10/01/37

018602  
ACCOUNTS PAYABLE  
INVOICE DATE \_\_\_\_\_  
INPUT DATE \_\_\_\_\_  
RECEIVING DATE \_\_\_\_\_  
4/20/00 W/TC

Please Note: a Monthly 1.5% Finance Charge of \$ 124.93 will be added to this invoice if past due.

CUSTOMER \_\_\_\_\_

INVOICE TOTAL: \_\_\_\_\_

**Exhibit 5: Production ticket of Textured Coatings of America, Inc. showing manufacture of lot 31117-229 of Tex Cote Platinum SuperCote Antique Ivory paint, prior to January 2004.**

**TEX-COTE®**  
RECEIVED

TEXCOTE CLOTHSCOTT/MODIFIED VINYL TEXTURED COATINGS OF AMERICA, INC.  
100 TCA FINISHED GOODS  
Date: 31117-229  
Yield: 200.30 GAL ( 2028.31 LB)  
Printed on:

| ITEM #   | INVENTORIES                  | POUNDS        | OTHER MEASURE | INSPR   |
|--|------------------------------|---------------|---------------|---------|
| <b>MAKE IN GRIND TANK. KEY INGREDIENTS MUST BE WEIGHED CAREFULLY</b> |                              |               |               |         |
| <b>ADD WITH MIXING</b>   |                              |               |               |         |
| 10001  | water                        | Los Angeles   | USE ONLY -    | 0.00A   |
| 10002  | Propylene Glycol             |               | (12) colors   | 1X113   |
| 10003  | KYRISOL 250HR ONLY           |               |               | 1 X 118 |
| 10004  | APP-93 ANILINOL, OR 10002A   |               |               | 1 X 211 |
| 10005  | ACRYSOL RM-124 THIXOTROPIC   |               |               | 1 X 008 |
| 10006  | FERPORT 5110 THIXOTROPIC     |               |               | 3400H   |
| 10007  | ACRYSOL 202044 RAL. RED.     |               |               | 2 X 000 |
| 10008  | ACRYSOL 2K-803               |               |               | 2 X 000 |
| <b>WEAR HOGGLE S/GU OUTLET/MASK</b>                                  |                              |               |               |         |
| 10009  | KAFFON LV 1.3I               |               |               | 3400G   |
| 10010  | TAKEL 481 DISPERSING AG      |               |               | 1X00G   |
| 10011  | ZODINE 2000                  |               |               | 3 X 103 |
| 10012  | FOAMASTER VL (Stir Well!!)   |               |               | 2 X 20H |
| <b>CLOSE OFF MIXIN', AND ADD:</b>                                    |                              |               |               |         |
| 10013  | RI-SIL T-700 PGS THIXOTROPIC |               |               | 0.00E   |
| <b>ADD UNDER 110G; STIRRED MIX;</b>                                  |                              |               |               |         |
| <b>USE EXACT WEIGHT:</b>   |                              |               |               |         |
| 10014  | MEER                         | Los Angeles   |               | 1 X 002 |
| <b>MIX BLADE AROUND TO MIX</b>                                       |                              |               |               |         |
| 10015  | TENUEVEN 130                 |               |               | 0.00L   |
| 10016  | TENUEVEN 292                 |               |               | 1X00G   |
| 10017  | FOAMASTER VL (Stir Well!!)   |               |               | 3 X 20H |
| 10018  | Texanol                      | Union Carbide |               | 1 X 113 |
| 10019  | EPS 2723 TINT ACRYLIC        |               |               | 1 X 00E |
| 10020  | SHURPLEX 9610                |               |               | 1 X 00F |
| 10021  | FOAMASTER VL (Stir Well!!)   |               |               | 2 X 20H |
| <b>FILL 110 FL OZ PER GALLON</b>                                     |                              |               |               |         |
| <b>QUALITY CONTROL</b>   |                              |               |               |         |
| 30010  | 1.5                          |               |               | 0.00A   |
| 30020  | 1.00-1.020                   | 100           |               | 1X00G   |
| 30030  | 1.93-1.96                    | 100           |               | 3 X 20H |
| 30040  | 1.6-1.7                      | 100           |               | 1 X 113 |
| 30050  | 1.95                         | 100           |               | 1 X 00E |
| <b>APPROVED BY: <i>AF</i></b>  |                              |               |               |         |
| <b>CONTAINER: PLASTIC 5 GALLONS</b>                                  |                              |               |               |         |
| <b>INSTRUCTIONS:</b>   |                              |               |               |         |
| 1. The properties of materials must be checked before this batch.    |                              |               |               |         |
| 2. Use unmodified products. Please avoid water.                      |                              |               |               |         |
| <b>33540 CONFIDENTIAL</b>  |                              |               |               |         |
| <b>PRODUCTION TICKET</b>   |                              |               |               |         |
| <b>W19782</b>  |                              |               |               |         |

**Exhibit 6: Solar Reflectance of Coatings determined by Oak Ridge National Laboratory**

## Solar Reflectance of Coatings

- Samples over primer: Mountain Gray (Phoenix) and Underseas (Jacksonville and ORNL) 7/2/04

|                                  |       |
|----------------------------------|-------|
| Mountain Gray Supercote Platinum | 0.440 |
| Mountain Gray Supercote          | 0.304 |
| Underseas Supercote Platinum     | 0.513 |
| Underseas Supercote              | 0.246 |

- Jacksonville on wood siding and existing coating 12/8/04

|                              |       |
|------------------------------|-------|
| Underseas Supercote Platinum | 0.398 |
| Underseas Supercote          | 0.237 |

- ORNL on stucco

|                        | 8/4/04 | 9/27/04 | 5/18/05 | 8/3/05 |
|------------------------|--------|---------|---------|--------|
| Texcote Primer         | 0.713  | 0.668   | 0.716   | 0.664  |
| Underseas Supercote Pt | 0.493  | 0.501   | 0.493   | 0.494  |
| Underseas Supercote    | 0.238  | 0.242   | 0.235   | 0.239  |

Use averages



OAK RIDGE NATIONAL LABORATORY  
U. S. DEPARTMENT OF ENERGY

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